

TARGETING THE FRONT LINE WORKFORCE

A Case Study for Building Entry Level Workers

Health Professions Network Summit
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Milwaukee Area Workforce Investment Board

Overview

MILWAUKEE AREA WORKFORCE INVESTMENT BOARD INC. (MAWIB)

(MAWIB) plans, coordinates and collaborates to provide workforce development programs and services for the city and county. Programs and services are provided for adult job seekers, employers and youth (both in-school and out of school youth).

Overview Continued

MAWIB delivers programs and services through a network of partners including the Mayor's Office, Employers, One Stop Centers, Job Service, Division of Vocational Rehabilitation, Educational Organizations, Community Based Organizations and Businesses that contract to deliver various services

MAWIB Services

- **Services for Adult Job Seekers and Dislocated Workers**
- **Employers Assistance**
- **Youth Services**
- **Opportunities for *Businesses(For Profit and Non-Profit) to Supply Employment and Training Services***

Background

In 2007, the MAWIB was restructured to assume the lead role in transforming Milwaukee's local workforce development landscape. In response to the expanding needs of healthcare employers, MAWIB as adopted a sector-based approach to workforce solutions.

Sector Approach

Sector Initiatives organize the stakeholders connected with a specific local or regional industry to develop workforce development strategies within the industry. They improve access to good jobs and/or increase job quality in way that can strengthen an industry's workforce.

Sector Approach continued

- **Sector Strategies include:**
 - **Industry Sector Partnerships**
 - **High priority occupations**
 - **Career Ladder**
 - **Promotes Economic Self-Sufficiency**

Vision

Developing our Health Sector Strategy, was based on partnering with a workforce intermediary with expertise and experience to establish a one-stop training institute to serve our goal of 1500 participants. Where best practices for adult learning, career readiness, cohort support, technology-based, hybrid learning, and accelerated training models will be delivered. In addition, this institute will be responsive to employer needs.



CareerWorks Healthcare Training **Institute**

April 15, 2011

Funding

- **Health Profession Opportunity Grant (HPOG)**
- **DHHS, Administration for Children and Family Services**
- **Total Amount Awarded - \$16.2 million**
- **Funding Award = \$3,401,260 (up to 4 continuation awards are possible, for a project period of 5 years based upon satisfactory performance.)**

Partnership

MAWIB identified and selected the Milwaukee Area Healthcare Alliance (MAHA) as a key partner in our project. The partnership of MAHA includes Young Women's Christian Association of Greater Milwaukee, Inc. (YWCA) and Milwaukee Area Health Education Center, Inc. (AHEC).

MAHA's Role

- **Identify workforce needs**
 - Dual Customer Strategy: Employer & Workers
- **Partnering with healthcare stakeholders**
- **Provide and/or broker training, education and support services**
- **Solicit and align funding**
- **Form, facilitate and staff Advisory Board and Committees**

Employer Partners

- **Aurora Health Care**
- **Froedtert Health**
- **Veterans Administrative Medical Center**
- **Wheaton Franciscan Healthcare**
- **Children's Hospital and Health System**
- **Columbia St. Mary's Health System**
- **Westside Healthcare Association, Inc.**
- **Milwaukee Health Services**
- **Pro Health Care**
- **Stowell Associates Select Staff Inc.**

Education Partners

- **University of Wisconsin- Parkside**
- **Milwaukee Area Technical College**
- **Medical College of Wisconsin**
- **Wisconsin Center for Nursing**
- **University of Wisconsin- Milwaukee School of Nursing**

Other Partners

- **Department of Workforce Development**
- **City of Milwaukee Health Department**
- **Waukesha Ozaukee Washington Workforce Development, Inc.**
- **Wisconsin Hospital Association**

CareerWorks Healthcare Training Institute (HTI)

- **CareerWorks HTI Staff - onsite**
 - **HTI Director**
 - **Coaches and other staff**

CareerWorks HTI –Services Provided

Assessments & Career Readiness

Each participant referred to the CareerWorks HTI for training will receive the following assessments and will be assigned to a coach to develop IDP's and education/training strategies.

- Test of Adult Basic Education (TABE)
- Prove IT

CareerWorks HTI-Services Provided (cont.)

Training

- All training provided will be healthcare-specific training for entry, mid-skill and high-skilled positions.
- All training will be designed to target skills and competencies demanded by the healthcare industry.
- All training programs will be designed to result in an employer or industry recognized certificate or degree.
- Training will include technology-based, self-paced learning programs.

CareerWorks HTI – Services Provided (cont.)

- **All training will combine supportive services with education to help participants overcome barriers to employment**
- **All training will be provided at times that are easily accessible to targeted populations.**

CareerWorks HTI – Services Provided (cont.)

Referrals /Support Services – MAHA will develop a process to request funding specified in the HPO Grant to provide the following support services to participants as needed and appropriate to insure successful participant achievements. Process will require pre-approval by MAWIB.

- **Transportation**
- **Child Care**
- **Incentives**
- **Training Stipends**
- **Licenses**
- **Certification/Testing**
- **Other (as MAWIB approved)**

CareerWorks HTI – Services Provided (cont.)

Employer Services

- The CareerWorks HTI will be a hub facility for healthcare employer recruitment, pre-screening activities and specialized job fairs.
- The CareerWorks HTI will provide for retention events such as financial literacy, resume workshops and work/life workshops.
- The CareerWorks HTI will provide for employer/partner meetings and other activities focused on enhancing career success of new healthcare employees.

Other Services

- **Video Conferencing Access**
- **Resource Room**
 - **Equipped with computers, software and other media needs support skills development.**

Contact Us

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THANK YOU

QUESTIONS???